



KNXV

## ORDER

Print Date 04/05/17

। ८५० ।

**KNXV-TV**  
**PHOENIX**

Flight Dates 04/10/12-04/16/12

Contract / Revision 293941 / Wil Cardon for Senate

Original Date / Revision Agency Com 15%  
04/09/12 04/09/12 Billing Contact

Advertiser Cardon / Republican / Senator  
PO Box 288  
Alexandria, VA 22313

Agency Media Placement Technology

Buying Contact Sales Office EWSDC  
**336 Commerce Street** Sales Region NAT  
**Alexandria, VA 22314** Agency Ref

Order Sep 00:20:00  
Estimate #  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-1  
Advertiser Ref

### Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

### Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
April 2012	32	\$19,465.00	\$22,900.00	0.00	03/26/12	04/16/12	32	\$19,465.00	\$22,900.00
Totals	32	\$19,465.00	\$22,900.00	0.00					

## Billing Plan



KNXV

KNXV-TV  
PHOENIX

Print Date: 04/09/12

Page 2 of 2

Contract / Revision 293941 Flight Dates 04/10/12-04/16/12Hiatus DatesOriginal Date / Revision 04/09/12 / 04/09/12Order Sep 00:20:00Advertiser Cardon / Republican / Sena Product Wil Cardon for SenateEstimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 2	KNXV	04/10/12	04/16/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/12	04/22/12	1-----		1	\$600.00			0.00					
N 3	KNXV	04/10/12	04/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/09/12	04/15/12	-1111--		4	\$700.00			0.00					
		Week: 04/16/12	04/22/12	1-----		1	\$700.00			0.00					
N 4	KNXV	04/10/12	04/16/12	M-F 630pm-7pm Wheel of Fortune	CM	630pm-7pm	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/09/12	04/15/12	-1111--		4	\$1,200.00			0.00					
		Week: 04/16/12	04/22/12	1-----		1	\$1,200.00			0.00					
N 5	KNXV	04/14/12	04/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/09/12	04/15/12	-----S-		1	\$650.00			0.00					
N 6	KNXV	04/10/12	04/16/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/09/12	04/15/12	-1111--		4	\$600.00			0.00					
		Week: 04/16/12	04/22/12	1-----		1	\$600.00			0.00					
N 7	KNXV	04/10/12	04/16/12	M-F 430-5am M-F 430am News	CM	430-5am	11111--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/09/12	04/15/12	-1111--		4	\$50.00			0.00					
		Week: 04/16/12	04/22/12	1-----		1	\$50.00			0.00					
N 8	KNXV	04/16/12	04/16/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/12	04/22/12	M-----		1	\$5,500.00			0.00					

\*Tax 1 Note: Tax 0.5%.

Totals

32 \$22,900.00